Fashion Calendar 1949

File Copy 14/10/49

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, OCTOBER 7, 1949

Friday Oct. 7 9:00 A.M. Breakfast	SHOWING OF RESORT COLLECTION	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM, 23RD FL.

Carolyn Schnurer will present a breakfast preview of her Resort collection on Friday, Oct. 7, at 9:00 A.M. Attendance strictly by invitation. Beginning Monday, Oct. 10, there will be daily showings at 10:30 A.M. and 12:30 P.M. (Box Luncheon). Contact: Lee Walker, CH. 4-8446.

Friday Oct. 7 11:00 A.M.	PRESS SHOWING: RESORT AND SPRING COLLECTION	DEL MAR SPORTSWEAR LTD.	498 SEVENTH AVENUE SHOWROOM - 8TH FL.

Press preview by del Mar Sportswear, Ltd. of their Resort and Spring collection, designed by Clifford. Showing will be followed by box luncheon. By invitation only. Trade opening on Tuesday, Oct. 11, with continuous showings daily. Publicity: Mildred Kaldor, MU. 9-5420.

Friday Oct. 7 2:30 P.M.	PRESS PREVIEW OF JUNIOR FASHIONS	GIMBELS	9TH FLOOR PUBLICITY OFFICE

Press showing of Junior dresses, suits, sportswear and coats from Gimbels' fourth floor "Junior World". Attendance by invitation. Open to public on Monday, Oct. 10. Publ.: Terry Mayer, LO. 5-1500, Ext. 600.

Friday Oct. 7 4:30 P.M. Cocktails	PRIVATE RECEPTION; MET. OPERA HOUSE	MR. H.P. JUDA, PUBLISHER OF "THE AMBASSADOR"	SHERRY'S ROOMS B'WAY & 39TH ST.

"The Ambassador", the British Export Journal for Textiles and Fashions (Mr. H.P. Juda, publisher and editor), is giving a private reception to meet the Ballerinas and the Corps de Ballet of the Sadler's Wells Company from the Royal Opera House, Covent Garden, London. Attendance strictly by invitation. Contact: Mrs. Joan S. Aston, PL. 9-6000.

WEEK BEGINNING MONDAY, OCTOBER 10, 1949

Postponed Oct. 10 — THE PRESS PREVIEW OF RESORT FASHIONS BY BRIGANCE, ORIGINALLY SCHEDULED FOR MONDAY, OCT. 10, HAS BEEN POSTPONED TO OCT. 17 AT 10:30 A.M. (See Page 4)

Monday Oct. 10 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON	WOMEN'S DIVISION OF THE BEVERAGE INDUSTRY	WALDORF-ASTORIA GRAND BALLROOM

The members of the Couturier Group of the N.Y. Dress Institute will show Fall fashions at a luncheon sponsored by The Women's Division of the Beverage Industry on behalf of the Federation of Jewish Philanthropies of N.Y. Price $10.00. Contact: Isabelle Keith, CH. 4-2200, Ext. 244.

Beginning Monday Oct. 10	SHOWING OF NEW USED FOR BUTTONS	LA MODE BUTTONS B. BLUMENTHAL & CO.	TRAPHAGEN SCHOOL B'WAY & 52ND STREET

Exhibition of the original art work for La Mode's latest booklet on new ideas in buttons and their uses. "It's All Done With Buttons," including illustrations and layouts for 50 pages of button-fashion ideas. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 10 10:30 A.M. And 2:30 P.M.	PRESS PREVIEW: CRUISE AND RESORT COLLECTION	MARGARET NEWMAN ORIGINALS, INC.	525 SEVENTH AVENUE PENTHOUSE
	Margaret Newman will present her Cruise and Resort Fashions to the press at 10:30 A.M.; again at 2:30 P.M. Showing of cocktail, afternoon and spectator sports fashions; playclothes, slacks and bathing suits. By invitation only. Trade showings for remainder of week at 10:30 A.M. and 2:30 P.M.; thereafter, continuous showings. Publ.:Ann Rabin, TR. 7-0455.		
Monday Oct. 10 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	WALTER FLORELL	HOTEL PLAZA TERRACE ROOM
	Walter Florell will present Fall millinery fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Florell Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Beginning Monday Oct. 10	OPENINGS OF RESORT AND SPRING LINES	THE SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
	The opening dates of the Sportswear Guild manufacturers are as follows: Monday, October 10 SPORT-CRAFT, INC; STAR-MAID DRESSES, INC. Tuesday, October 11 ADLER & ADLER, INC.; KANE-WEILL Wednesday, October 12 DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL-ROSENBLOOM CO. Thursday, October 13 CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG, CO. Contact individual manufacturers.		
Tuesday Oct. 11 10:00 A.M. Breakfast	PRESS PREVIEW: 1950 SWIM SUIT FASHIONS	CATALINA, INC.	HAMPSHIRE HOUSE COTTAGE
	Catalina will present a press showing of swim suit fashions for 1950. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Beginning Tuesday Oct. 11 10:30 A.M.; 2:30 P.M.	SHOWING OF RESORT & CRUISE COLLECTION	FRANCES SIDER, INC. & SUNCLOTHES, INC.	1384 BROADWAY SHOWROOMS
	Press and trade showings by Frances Sider of her two collections of vacation clothes for swimmers, sun baskers, bicyclers, and travelers. Publicity: Terry Mason, LO. 4-3323.		
Tuesday Oct. 11 12:30 P.M. Luncheon	FALL FASHIONS AT BENEFIT LUNCHEON	FIRA BENENSON	SHERRY NETHERLAND CHANTECLAIR ROOM
	Fira Benenson will present her Fall wholesale collection at a Rummage Benefit for the New York City Mission Society. Hats--Germain Vittu. Furs--John Dragonette. Commentator: Florence Pritchett. Price of luncheon: $4.00 (with rummage); $6.50 (without rummage). Contact: Dee Hales, VO. 5-2800, Ext. 2. Fira Benenson Contact: MU. 8-0900. Sherry Netherland Publicity: Adele Brown or Dorothy Wentworth King, VO. 5-2800.		
Tuesday Oct. 11 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOW	JONAI, INC. (408 PARK AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
	Showing of custom-order and ready-to-wear originals by Jonai. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Jonai Publicity: PL. 5-3500. Ritz Publicity: Marion Morrison, MU. 8-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 11 4:00 P.M. Cocktails	PREVIEW OF FALL AND WINTER FURS	ALFRED RAINER, INC.	17 EAST 55TH STREET SALON
	Press showing of Fall and Winter fur originals by Alfred Rainer. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.		
Oct. 12	COLUMBUS DAY (Wednesday).		
Wednesday Oct. 12 12:45 P.M. Luncheon	"YOUNG WORLD" FRIENDSHIP LUNCHEON	TWENTY DESIGNERS	HOTEL PIERRE COTILLION ROOM
	Fall fashions "Through The Years", from age three to thirty, will be presented at a Friendship Luncheon in cooperation with "Save The Children Federation". There will be 20 door prizes. Guest of Honor: Betty Betz. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000, Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Oct. 12 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	MILGRIM	WALDORF-ASTORIA SERT ROOM
	Presentation of new millinery by Milgrim. Press by invitation. Public by reservation; contact: "Nino", EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Thursday Oct. 13 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	"News-Broadcast of Spring Fabrics"--Discussion of the fabrics industry by a panel of mill, store and market executives. There will also be an exhibit of Spring fabrics. Price (including tax and tip): $3.50 for members; $4.00 for guests (one for each member). Contact: The Fashion Group, Inc., CI. 7-3940.		
Thursday Oct. 13 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW	KNIZE (24 EAST 56 ST.)	HOTEL PLAZA TERRACE ROOM
	Presentation of custom-made suits, coats, furs and casual clothes. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Knize Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Beginning Thursday Oct. 13	OPENING OF RESORT & HOLIDAY COLLECTION	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM-24TH FLOOR
	Clare Potter will present her Resort and Holiday collection at 10:30 A.M. and 2:30 P.M. daily, beginning Thursday, October 13, in her new showroom. For reservation contact: PE. 6-4167.		
Cancelled Oct. 14 11:00 A.M.	MME. SCHIAPARELLI'S PRESS PREVIEW OF HER FIRST AMERICAN COLLECTION, ORIGINALLY SCHEDULED FOR FRIDAY, OCTOBER 14 AT 11:00 A.M., HAS BEEN CANCELLED. (See Page 7 for detailed announcement.)		
Friday Oct. 14 4:00 P.M. Cocktails	SHOWING OF 1950 "SEAMOLDS" BY FLEXEES	FLEXEES ARTISTIC FOUNDATIONS	417 FIFTH AVENUE SHOWROOM
	New 1950 collection of "Seamolds" by Flexees will be shown to the press. For the first time, swimsuits will be made in the seven basic figure types--"the swimsuit with foundation fit." (Note change of date). Attendance by invitation only. Publicity: Bee Bradshaw, MU. 9-2100.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Oct. 14 6:30 P.M. Dinner	PRIVATE SHOWING: "FACES AND FASHIONS"	PHILADELPHIA MUSEUM; PHILA. FASHION GROUP	MUSEUM-PHILADELPHIA PKWAY & 26TH STREET
	The Philadelphia Museum of Art and The Philadelphia Fashion Group will present a private showing of the exhibition "Faces and Fashions" in honor of the opening of the first permanent gallery of the Fashion Wing. The exhibition consists of a collection of portraits by distinguished artists of the 19th and 20th centuries and costumes from corresponding periods. Tickets: $7.50 per person. Contact: Philadelphia Museum, Phila., Pa.		
Oct. 16	NATIONAL LETTER WRITING WEEK (Oct. 16-Oct. 22).		
Sunday Oct. 16	CHILDREN'S DAY. Contact: George J. Hecht, chmn., 52 Vanderbilt Ave., MU. 5-4400.		
Monday Oct. 17 10:30 A.M.	PREVIEW OF RESORT FASHIONS BY BRIGANCE	CHARLES W. NUDELMAN	550 SEVENTH AVENUE SHOWROOM
	Press showing of the Resort and Cruise collection, designed by Brigance. (Note Change of Date.) Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday Oct. 17 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	PETER BONDI	HOTEL PLAZA PERSIAN ROOM
	Showing of millinery fashions by Peter Bondi. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Bondi Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday Oct. 17 4:00 P.M. Tea	PRESS PREVIEW OF HOLIDAY HATS	LENESTA	15 EAST 53RD STREET SALON
	Lenesta will present a showing of her Holiday hats to the press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday Oct. 17 6:00 P.M.	FASHION SHOW OF WOMEN'S DRESSES	GIMBELS	3RD FLOOR
	Fall Fashions for women will be presented at Gimbels. One woman, who will appear in her regular clothes and make-up, will be completely made-up and costumed in the latest fashions by Gimbels. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		
Week Of Oct. 17	NATIONAL GLOVE WEEK	NATIONAL GLOVE GROUP	THROUGHOUT COUNTRY
	"Ladies and Gentlemen Always Wear Gloves"--theme of National Glove Week. Public Relations Counsel: Claire A. Wolff, LO. 4-7230.		
Oct. 17	NATIONAL BIBLE WEEK (Oct. 17-Oct. 23).		
Beginning Monday Oct. 17-Oct. 22	CAMP NATIONAL POSTURE WEEK	S.H. CAMP & COMPANY	THROUGHOUT THE COUNTRY
	The eleventh annual observance of National Posture Week. Contact: The Samuel Higby Camp Institute for Better Posture, CH. 4-5798.		
Tuesday Oct. 18 10:30 A.M.	PRESS SHOWING OF FUR COLLECTION	REVILLON FRERES	11 WEST 57TH STREET SALON
	Revillon Freres will open their new salon, with a press preview of Fall and Winter fur fashions at 10:30 A.M. Customer showing at 2:30 P.M. Attendance by invitation only. Contact: CI. 7-7343.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 18 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	"The Twenties Trend...and How To Use It In Cosmetics"--(models in make-up of yesterday and tomorrow). Speaker: Helen Van Slyke, Good Looks Editor, "Glamour" Magazine and chairman of the Cosmetics Division. Commentator: Beatrice Castle, Publicity Director, Revlon Products Corporation. Price (including tax and tip): $3.25 for members: $3.75 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
Tuesday Oct. 18 1:00 P.M. Luncheon	SHOWING OF HAND-KNIT ORIGINALS	MIMI PEARCE (23 E. 67TH ST.)	TAVERN-ON-THE-GREEN CENTRAL PK.W. AT 67TH
	Presentation of hand-knit dresses and suits. Public by reservation; contact: RH. 4-4700. Publicity: Cayton-Klempner, PL. 9-3408.		
Tuesday Oct. 18 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	LADDIE NORTHRIDGE	RITZ-CARLTON HOTEL OVAL ROOM
	Showing of Fall millinery fashions by Laddie Northridge. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Laddie Northridge Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.		
Tuesday Oct. 18 4:00 P.M. Cocktails	SUITS AND COATS STYLED BY STEFAN	LINKER & HERBERT	HAMPSHIRE HOUSE COTTAGE
	Preview of Linker & Herbert's "Spring Fashioncast" of suits and coats styled by Stefan. Cocktails at 4:00 P.M. Showing at 4:30 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Tuesday Oct. 18 4:00 P.M. Tea	PREVIEW OF NEW "MAKE-UP MANUAL"	POND'S COMPANY	LECTURE HALL-J.WALTER THOMPSON,420 LEX.AVE.
	Pond's will be host at a tea for the beauty editors to meet Miss Mary Stuyvesant, good grooming consultant for Pond's, and to preview "Make-Up Manual", the latest addition to the Pond's educational publications. Attendance by invitation only. Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000.		
Wednesday Oct. 19 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" FASHIONS AT LUNCHEON	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
	"Magical Beauty"--Fall fashions by specialty shops including Ada, Inc.--children's wear; Trent Leather--sportswear; Jeanne Rousseau Hats; Mimi Tuthill--gowns; Dorothee Furs; Maximilien Feldman--suits; Marie Fontaine --blouses; John Hall--hair stylist; de Tanya--imported silk scarfs; Asha Lingerie. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Publicity for Fashion Show: Rosalyn Bader, EL. 5-4263. Hotel Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Oct. 19 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	Presentation of Russeks Fall fashions. (Note change of date). Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Cancelled Oct. 19	THE I. MILLER LUNCHEON SHOW, ORIGINALLY SCHEDULED FOR WEDNESDAY, OCT. 19 AT 1:00 P.M., AT WALDORF-ASTORIA, HAS BEEN CANCELLED.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 19 4:30 P.M. Cocktails	PRIVATE SHOWING FOR FASHION PRESS	THE McMULLEN CO. (475 FIFTH AVENUE)	HOTEL PLAZA BALLROOM
	The McMullen Company's semi-annual preview for the fashion press, with a showing of their Resort and Spring fashions. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. (Trade showings at McMullen Showroom, 475 Fifth Avenue, beginning Thursday, Oct. 20, at 10:30 A.M. and 2:00 P.M.) Publicity: Isabella Crawford, MU. 3-9560.		
Thursday Oct. 20 12:30 P.M. Luncheon	"DIAMONDS U.S.A." DIAMOND FASHIONS 1950	N. W. AYER & SON, INC.	HOTEL PLAZA GRAND BALLROOM
	Second nationwide showing of diamonds, presented at luncheon for the fashion press. Exhibitors: Boston--Shreve, Crump & Low. Chicago--C.D. Peacock. Cleveland--Webb C. Ball, Co. Dallas--Arthur A. Everts Co.; Linz Bros. Detroit--Wright, Kay & Co. Los Angeles--Ruser Jewels. New Orleans--Coleman E. Adler & Sons. New York City--Black, Starr & Gorham; Cartier; Van Cleef & Arpels; Harry Winston. Philadelphia--J.E. Caldwell & Co. San Francisco--Shreve & Co. St. Louis--Mermod-Jaccard-King. Washington --Grape & Co. Attendance oy invitation only. Publ.: Jean Shanley CI. 6-0200.		
Thursday Oct. 20 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	ROSETTE PENNINGTON (20 EAST 56 STREET)	HOTEL PLAZA TERRACE ROOM
	Fashion show by Rosette Pennington during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Sunday Oct. 23- Oct. 26	CRUISE & RESORT WEAR	MIAMI FASHION COUNCIL	HOTEL NEW YORKER
	Forty manufacturers, members of the Miami Fashion Council, will present continuous showings of their cruise and resort wear lines in individual showrooms. Included will be dresses; sportswear; swimsuits; children's wear; men's and boys' wear; accessories. Publ.: Ann Rabin, TR. 7-0455.		
Monday Oct. 24 1:00 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	FARQUHARSON & WHEELOCK (23 WEST 57TH STREET)	HOTEL PLAZA PERSIAN ROOM
	Presentation of fashions by Farquharson and Wheelock. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Farquharson & Wheelock Publ. and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Beginning Monday Oct. 24	SPRING AND RESORT OPENINGS OF FOGA	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	INDIVIDUAL N. Y. SHOWROOMS
	The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. Guild members who will present their lines include:		
	LARRY L. ALDRICH CO.	FRED GREENBERG DRESS CO.	PARNIS-LIVINGSTON
	HANSEN BANG, INC.	JOSEPH HALPERT, INC.	BEN REIG, INC.
	BEN BARRACK, INC.	HORWITZ & DUBERMAN, INC.	RUDOLF GOWNS
	WILLIAM BASS DRESS CO.	INTERNATIONAL DRESS CO.	PAUL SACHS ORIGINALS
	CAPRI FROCKS, INC.	JUNIOR LEAGUE FROCKS	MARTIN SIMON, INC.
	DEITSCH, WERSBA & COPPOLA	NAT KAPLAN	HERBERT SONDHEIM
	BEN J. GAM, INC.	CHARLES LANG, INC.	FRANK STARR, INC.
	ED GERRICK, INC.	DAVID LEVINE CO.	SUZANNE-AUGUSTINE
	A. GOODMAN & CO., INC.	MARY LEE, INC.	JANET TAYLOR
	GRABOIS	NATHAN-STRONG, INC.	HANNAH TROY, INC.
		PAUL PARNES CORP.	
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 25 10:30 A.M.	OFFICIAL OPENING OF NEW COLLECTION	SCHIAPARELLI, INC.	530 SEVENTH AVENUE SHOWROOM
	Official opening for franchise stores only of Mme. Schiaparelli's first American collection consisting of coats and suits. Press preview by special appointment prior to the opening. (Note Change of Press Preview Date). Publicity: Ruth Hammer Associates, Inc., EL. 5-7108.		
Tuesday Oct. 25 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	SADA SACKS, INC. (671 MADISON AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
	Showing of daytime and evening fashions. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Sada Sacks Contact: Milton Cline, TE. 8-5595. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.		
Wednesday Oct. 26 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" FUR FASHION SHOW	HOUSE OF ARONOWICZ	HOTEL PIERRE COTILLION ROOM
	"Beauty, Harmony, and Charm"--showing of Fall and Winter fur fashions; hair styles by Guro. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Oct. 26 3:00 P.M.	PRESENTATION OF WINTER COLLECTION	SYDELL (666 FIFTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
	Sydell will present her Winter collection of suits, dresses and gowns. Contact: EL. 5-8729.		
Thursday Oct. 27 12:30 P.M. Luncheon	PREVIEW OF COTTON PLAYCLOTHES	WHITE STAG MFG. CO. (PORTLAND, OREGON)	TAVERN-ON-THE-GREEN CENT.PK. W. & 67TH
	Showing of Spring line of cotton playclothes by the White Stag Manufacturing Co. By invitation only. Contact: Mr. B. L. Kamberg, BR. 9-1974.		
Thursday Oct. 27 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	SPORT AND TRAVEL, INC. (511 MADISON AVENUE)	HOTEL PLAZA TERRACE ROOM
	Fashion show by Sport and Travel, Inc. during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Sport and Travel Publ. & Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Oct. 27 4:00 P.M. Tea	SHOWING OF NEW MILLINERY FASHIONS	MILLINERY FASHION BUREAU, INC.	WALDORF-ASTORIA GRAND BALLROOM
	"Younger Than Springtime"--leading millinery designers will present new millinery fashions for Resort, Travel and Holiday wear. Showing for press, retail store executives, millinery buyers and the trade. Show promptly at 4:45 P.M. Attendance by invitation only. Publicity: Mary Kelley, LU. 2-2250.		
Oct. 30	GIRL SCOUT WEEK (Oct. 30-Nov. 5).		
Monday Oct. 31 1:00 P.M. Luncheon	HOLIDAY CLOTHES AT LUNCHEON SHOW	RUBY ROSS (6 EAST 53RD STREET)	HOTEL PLAZA PERSIAN ROOM
	"Fashion Through The Eyes Of A Man"--a showing of Holiday clothes, hats, and furs for daytime and evening wear by Ruby Ross. Jewels--Harry Winston. Commentator: Lester Gaba. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ruby Ross Contact: EL.5-9759. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Oct. 31	HALLOWE'EN (Monday).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Nov. 1- Nov. 4 2:30 P.M.; 8:45 P.M.	EIGHTH EDITION OF "FASHIONS OF THE TIMES"	NEW YORK TIMES	NEW YORK TIMES HALL 240 WEST 44TH STREET
	The New York Times will present its Eighth Annual Fashion Show, "Fashions Of The Times", with two performances daily, matinee and evening, on Tuesday, Wednesday, Thursday and Friday. Tickets: $3.60 (including tax). Contact: Virginia Lally, N.Y. Times Promotion Dept., LA. 4-1000, Ext. 507.		
Tuesday Nov. 1- Nov. 8	SIXTY-FIRST NATIONAL HORSE SHOW AT MADISON SQUARE GARDEN		
	Eight evening and eight matinee performances of the 61st National Horse Show at Madison Square Garden, with daily performances at 2:00 P.M. and 7:45 P.M. Prices, including tax: Evenings--$1.50-$6.00; Matinees--$1.50-$3.50. Publicity: Elser and Cothran; Carol Berman, MU. 7-7837.		
Wednesday Nov. 2 12:45 P.M. Luncheon	"WHAT EVERY WOMAN SHOULD KNOW OF MEN'S FASHIONS"	A PANEL OF FASHION EXPERTS	HOTEL PIERRE COTILLION ROOM
	"Let's Dream Again"--preview of men's styles for 1950 in an all-male fashion show will be presented during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director - Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Nov. 2 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	MILGRIM	WALDORF-ASTORIA SERT ROOM
	Fashion show by Milgrim during luncheon. Press by invitation. Public by reservation; contact: "Nino", EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday Nov. 2 2:30 P.M.	PRESENTATION OF WINTER COLLECTION	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
	Sydell will present her Winter collection of suits, dresses and gowns. Contact: EL. 5-8729.		
Nov. 8	ELECTION DAY (Tuesday).		
Wednesday Nov. 9 12:45 P.M. Luncheon	"FASCINATION" LUNCHEON SHOW	JOHN RUBEL CO.; GURO	HOTEL PIERRE COTILLION ROOM
	Presentation of John Rubel jewels; Guro hair styles; Boue Soeurs gowns; Amalie Tutsch gloves; Charles Weinstein bags; Haggerty shoes. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Fashion show publicity: Rosalyn Bader, EL. 5-4263. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Nov. 9 5:00 P.M. Cocktails	SHOWING OF SPRING FABRICS COLLECTION	MIRON MILLS	HAMPSHIRE HOUSE
	Miron's semi-annual merchandise and fashion clinic to introduce their Spring fabrics collection. Cocktails and dinner will be served. Attendance by invitation only, for Miron's franchised piece goods departments and the fabric press. Publicity: Eleanor W. Howard, Promotion Director for Miron, LE. 2-8340.		
Thursday Nov. 10 1:00 P.M. Luncheon	HOLIDAY FURS AT LUNCHEON SHOW	BERNHAM-STEIN (660 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Bernham-Stein will present their Holiday furs at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Bernham-Stein Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Nov. 11	ARMISTICE DAY (Friday).		
Saturday Nov. 12 11:00 A.M.	"YOUNG SPROUTS" FASHION SHOW	MARTIN'S BROOKLYN	4TH FLOOR
	Presentation of children's fashion including clothes for teenagers. Open to public. Publicity: Rita Dobbins, TR. 5-3100.		
Tuesday Nov. 15 12:30 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
	Millinery Designers' League will present advance Spring hats at their semi-annual luncheon show. Press by invitation. Tickets: $12.50. Contact: Anne Hoerer, PE. 6-8444.		
Postponed Nov. 15	THE PEG FISCHER SHOWING OF RESORT AND HOLIDAY HATS, ORIGINALLY SCHEDULED FOR NOVEMBER 15, AT 1:00 P.M., HAS BEEN TENTATIVELY POSTPONED.		
Tuesday Nov. 15 4:00 P.M.- 6:00 P.M. Tea	SHOWING OF SPRING MILLINERY FASHIONS	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
	Millinery Creators Guild will present hats by the following milliners: Bernice Charles; Harryson Hats; G. Howard Hodge; Jeanne Tete; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats-Garfunkel Makers. For press and trade by invitation only. Publ.: Ruth Weintraub, PL.3-2117.		
Wednesday Nov. 16 12:45 P.M. Luncheon	"WHAT THE WELL-BRED DOG SHOULD WEAR"	HAMMACHER SCHLEMMER; DOGS, INC.	HOTEL PIERRE COTILLION ROOM
	Launching of Christmas Seal Sale for the N.Y. Tuberculosis & Health Assn., Inc., presenting canine fashions modeled by prize-winning dogs. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Nov. 16 1:00 P.M. Luncheon	CASUAL FASHIONS AT LUNCHEON SHOW	CASUAL CLOTHES, INC. (744 MADISON AVENUE)	WALDORF-ASTORIA SERT ROOM
	Presentation of fashions for casual wear during luncheon. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Casual Clothes Contact: RE. 7-2184. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Thursday Nov. 17 1:00 P.M. Luncheon	CRUISE FASHIONS AT LUNCHEON	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Fashions for Cruise wear will be presented by Russeks during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday Nov. 21 8:00 P.M.	OPENING: METROPOLITAN OPERA SEASON	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY AT 39TH ST.
	Grand opening of the 1949-50 Met. Opera, the 65th season, presenting Richard Strauss' "DER ROSENKAVALIER". Publ.: Margaret Carson, PE.6-1200.		
Tuesday Nov. 22 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group will hold its members' monthly luncheon meeting. More details later. Price (including tax and tip): $3.25 for members; $3.50 for guests (one for each member). Contact: The Fashion Group, CI.7-3940.		

MUSIC...MOVIES...THEATRE...TELEVISION

Saturday Oct. 8 8:00 P.M.-8:30 P.M.

TELEVISION: "WINNER TAKE ALL" WCBS-TV, CHANNEL 2
Television show featuring Parfums Weil Paris scents, "Cassandra", "Cobra" and "Antelope"; an after-five cocktail gown from Kay's, 789 Madison Ave.; an ermine hat and muff created by Salinger Hats; a set of rhinestone jewelry by Karu; blouses by Vanity Blouses. Publicity: Barbara Olsan, Merchandise Director, PL. 5-2000.

Beginning Sunday Oct. 9

SADLER'S WELLS BALLET METROPOLITAN OPERA HOUSE, B'WAY & 39TH STREET
The Covent Garden Opera Trust presents Sadler's Wells Ballet for the first time in America. Clothes designed by the members of the Incorporated Society of London Fashion Designers. Program: Sun. Eve., Oct. 9: SLEEPING BEAUTY; Tues. Eve., Oct. 11: SLEEPING BEAUTY; Wed. Eve., Oct. 12, and Thurs. Eve., Oct. 13: RAKE'S PROGRESS, SYMPHONIC VARIATIONS, FACADE, HAMLET; Fri. Eve., Oct. 14, Sat. Mat. and Eve., Oct. 15, and Sun. Mat., Oct. 16: SLEEPING BEAUTY; Sun. Eve., Oct. 16: RAKE'S PROGRESS, SYMPHONIC VARIATIONS, FACADE, HAMLET. Tickets: $1.20-$4.20. Opening Night: $1.20-$9.60 (tax included). Publicity: Barry Hyams, PL. 9-6000.

Wednesday Oct. 12

OPENING: "THE BROWNING VERSION" CORONET THEATRE, 49TH ST. W. OF B'WAY
Maurice Evans, with Stephen Mitchell, presents two of Terence Rattigan's plays, "The Browning Version" and "Harlequinade". Mr. Evans will co-star with Edna Best. Director: Peter Glenville. Settings: Frederick Stover. Costumes: David Ffolkes. Publicity: Sol Jacobson, LU. 2-4993.

Wednesday Oct. 12

PREMIERE: "CHRISTOPHER COLUMBUS" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST.
Universal-International release of the Sydney Box-J. Arthur Rank Technicolor picture, the story of Columbus' discovery of the New World. Starring Fredric March, Florence Eldrige, Linden Travers, Francis L. Sullivan. Producer: Frank Bundy. Director: David MacDonald. Wardrobe: Elizabeth Haffenden. Publicity: Lowell Benedict, PL. 9-8000.

Wednesday Oct. 12

PREMIERE: "ROSEANNA McCOY" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
RKO Radio Pictures film about the famous American family feud between the Hatfields and the McCoys. Starring Farley Granger, Raymond Massey, Charles Bickford, Richard Basehart, Gigi Perreau and Joan Evans. Producer: Sam Goldwyn. Director: Irving Reis. Costumes: Mary Wills. Publicity: Rutgers Neilson, CO. 5-6500.

Wednesday Oct. 12

PREMIERE: "FATHER WAS A FULLBACK" (Movie) ROXY THEATRE, 7TH AVE. & 50TH
Twentieth Century-Fox release of comedy adapted from "Football Fans Aren't Human" and "Blind Mice". Starring Fred MacMurray, Maureen O'Hara, Betty Lynn and Rudy Vallee. Producer: Fred Kohlmar. Director: John M. Stahl. Wardrobe: Rufus Le Maire. Publicity: Jeannette Sawyer, CO. 5-3320.

Thursday Oct. 13

OPENING: "TOUCH AND GO" BROADHURST THEATRE, 44TH ST. W. OF B'WAY
George Abbott presents a new revue by Jean and Walter Kerr. Music: Jay Gorney. Choreography: Helen Tamiris. Director: Walter Kerr. Production designer: John Robert Lloyd. Publicity: Richard Maney, WI. 7-6939.

Beginning Thursday Oct. 13

TWELFTH ANNUAL SEASON: NEW YORK CITY OPERA CO., CITY CENTER, 131 W. 55TH
Program: Thurs., Eve., Oct. 13: DON GIOVANNI; Fri. Eve., Oct. 14: DER ROSENKAVALIER; Sat. Eve., Oct. 15: THE OLD MAID AND THE THIEF, THE MEDIUM; Sun. Mat., Oct. 16: CAVALLERIA RUSTICANA, PAGLIACCI; Sun. Eve., Oct. 16: MADAMA BUTTERFLY. Tickets: $1.50-$3.00 (tax included). Publicity: Jean Dalrymple, MU. 8-3847.